d.   facilitating the establishment of a connection between the one of the subscriber computers and a chat server such that the one of the subscriber computers is logged onto a chat a channel corresponding to the generated chat environment.

2. The method of claim 1 wherein the request includes a chat room number where the chat environment and chat channel correspond to the chat room number.

3. The method of claim 1 wherein the hypertext link is incorporated in an image map, the image map being incorporated in the web page.

4. The method of claim 3 wherein the image map is depicted as a button on the display device when processed by the web browser.

5. The method of claim 2 where the chat room number corresponds to one of a plurality of chat room identifiers, the plurality of chat room identifiers stored in a database connected to the http server.

6. The method of claim 5 wherein the chat room identifiers are organized in the database in a hierarchy of lobbies and sub-lobbies.

7. The method of 6 wherein the lobbies correspond to stored topic of conversation data.

8. The method of claim 6 wherein the sub-lobbies each correspond to sub-topic of conversation data, the sub-topic of conversation data corresponding to the topic of conversation data of one of the lobbies.

9. The method of claim 1 wherein each one of the compatibility indicator sets comprise a friendship indicator and a relationship indicator.

10. The method of claim 9 further comprising the step of determining the friendship indicator by comparing retrieved profile data for a user corresponding to the one of the subscriber computers with retrieved profile data for the corresponding chat participant.

11. The method of claim 10 wherein the retrieved profile data comprises data reflecting specified areas of interest.

12. The method of claim 9 further comprising the step of determining the friendship indicator by checking retrieved profile data for a user corresponding to the one of the subscriber computers and retrieved profile data for the corresponding chat participant to determine whether the user and chat participant share an area of interest combination.

13. The method of claim 9 further comprising the step of determining the relationship indicator by comparing retrieved profile data for a user corresponding to the one of the subscriber computers with retrieved profile data for the corresponding chat participant.

14. The method of claim 13 wherein the retrieved profile data comprises data reflecting qualities desired in a mate.

15. A method for facilitating a chat service from a web site, the web site consisting of web pages and executable program routines stored on a server, the server coupled via a computer network to a plurality of subscriber computers each operated by at least one of the subscribers, the method comprising:

    a.   transmitting a web page to one of the subscriber computers, the web page including a hypertext link corresponding to a chat environment;

    b.   receiving a request for the chat environment from the one of the subscriber computers;

    c.   causing the chat environment to be generated on the one of the subscriber computers, the chat environment depicted as a chat environment on a display device associated with the one of the subscriber computers when processed by an application program operating on the one of the subscriber computers, the depicted chat environment including an area for chat messages, a plurality screen images, each one of the plurality of screen images associated with a corresponding chat participant, and a plurality of compatibility indicator sets, each one of the indicator sets associated with a corresponding chat participant; and

    d.   facilitating the establishment of a connection between the one of the subscriber computers and a chat server such that the one of the subscriber computers is logged onto a chat a channel corresponding to the generated chat environment.

16. The method of claim 15 wherein the request includes a chat room number where the chat environment and chat channel correspond to the chat room number.

17. The method of claim 15 wherein the hypertext link is incorporated in an image map, the image map being incorporated in the web page.

18. The method of claim 17 wherein the image map is depicted as a button on the display device when processed by the web browser.

19. The method of claim 16 where the chat room number corresponds to one of a plurality of chat room identifiers, the plurality of chat room identifiers stored in a database connected to the server.

20. The method of claim 19 wherein the chat room identifiers are organized in the database in a hierarchy of lobbies and sub-lobbies.

21. The method of 20 wherein the lobbies correspond to stored topic of conversation data.

22. The method of claim 20 wherein the sub-lobbies each correspond to sub-topic of conversation data, the sub-topic of conversation data corresponding to the topic of conversation data of one of the lobbies.

23. The method of claim 15 wherein each one of the compatibility indicator sets comprise a friendship indicator and a relationship indicator.

24. The method of claim 23 further comprising the step of determining the friendship indicator by comparing retrieved profile data for a user corresponding to the one of the subscriber computers with retrieved profile data for the corresponding chat participant.

25. The method of claim 24 wherein the retrieved profile data comprises data reflecting specified areas of interest.

26. The method of claim 23 further comprising the step of determining the friendship indicator by checking retrieved profile data for a user corresponding to the one of the subscriber computers and retrieved profile data for the corresponding chat participant to determine whether the user and chat participant share an area of interest combination.

27. The method of claim 23 further comprising the step of determining the relationship indicator by comparing retrieved profile data for a user

corresponding to the one of the subscriber computers with retrieved profile data for the corresponding chat participant.

28. The method of claim 27 wherein the retrieved profile data comprises data reflecting qualities desired in a mate.

29. A method for facilitating a chat service from a web site, the web site consisting of web pages and executable program routines stored on an http server, the http server coupled via a computer network to a plurality of subscriber computers each operated by at least one of the subscribers, the method comprising:

a.   retrieving profile data for a plurality of chat participants, each one of the participants being one of the subscribers logged onto one of a plurality of chat channels;

b.   determining a compatibility value for each one of the plurality of chat channels in relation to a user subscriber using the retrieved profile data ;

c.   determining a one of the plurality of chat channels having an optimal compatibility value;

d.   causing to be generated a chat environment corresponding to the one of the plurality of chat channels on one of the subscriber computers corresponding to the user subscriber, the chat environment depicted as a chat environment on a display device associated with the one of the subscriber computers when processed by an application program operating on the one of the subscriber computers, the depicted chat environment including an area for chat messages; and

e.   facilitating the establishment of a connection between the one of the subscriber computers and a chat server such that the one of the subscriber computers is logged onto the one of the plurality of chat channels.

30. The method of claim 29 wherein the retrieved profile data comprises data reflecting specified areas of interest.

31. The method of claim 29 wherein the retrieved profile data comprises data reflecting qualities desired in a mate.

42

32. The method of claim 29 wherein the step of determining a compatibility value for each one of the plurality of chat channels in relation to a user subscriber also comprises using area of interest combination data.

33. A method for facilitating a chat service from a web site, the web site consisting of web pages and executable program routines stored on a server, the server coupled via a computer network to a plurality of subscriber computers each operated by at least one of the subscribers, the method comprising:

    a.   retrieving profile data for a plurality of chat participants, each one of the participants being one of the subscribers logged onto one of a plurality of chat channels;

    b.   determining a compatibility value for each one of the plurality of chat channels in relation to a user subscriber using the retrieved profile data ;

    c.   determining a one of the plurality of chat channels having an optimal compatibility value;

    d.   causing to be generated a chat environment corresponding to the one of the plurality of chat channels on one of the subscriber computers corresponding to the user subscriber, the chat environment depicted as a chat environment on a display device associated with the one of the subscriber computers when processed by an application program operating on the one of the subscriber computers, the depicted chat environment including an area for chat messages; and

    e.   causing the one of the subscriber computers to be logged onto the one of the plurality of chat channels.

34. The method of claim 33 wherein the retrieved profile data comprises data reflecting specified areas of interest.

35. The method of claim 33 wherein the retrieved profile data comprises data reflecting qualities desired in a mate.

36. The method of claim 33 wherein the step of determining a compatibility value for each one of the plurality of chat channels in relation to a user subscriber also comprises using area of interest combination data.
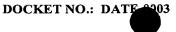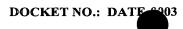
37. A method for facilitating a virtual date service from a server, the server coupled via a computer network to a plurality of subscriber computers each operated by at least one of the subscribers, the method comprising:

   5
       a.   transmitting a chat environment to one of the subscriber computers, the chat environment depicted as a chat environment on a display device associated with the one of the subscriber computers when processed by an application program operating on the one of the subscriber computers, the depicted chat environment including an area for
   10
       chat messages;

       b.   transmitting a copy of the chat environment to another of the subscriber computers;

   15
       c.   facilitating the establishment of a connection between the one of the subscriber computers and the server such that the one of the subscriber computers is logged onto a chat channel; and

       d.   facilitating the establishment of a connection between the another
   20
       of the subscriber computers and the server such that the another of the subscriber computers is logged onto the chat channel.

38. The method of claim 37 further comprising the step of transmitting a video
   25
   clip file to the one of the subscriber computers and the another of the subscriber computers, the video clip executable on the one of the subscriber computers and the another of the subscriber computers.

39. A server having a web site comprised of web pages and chat environments stored thereon, the server coupled to a plurality of client computers, the web
   30
   site serving a subscriber community having a plurality of members, the web pages being accessible to the plurality of members, the server comprising:

       a.   a central processing unit with associated memory;

   35
       b.   a chat environment software element comprising instructions residing in the memory, that when executed by the central processing unit, functions to:

   40
           i.   retrieve profile data for a plurality of chat participants, each one of the chat participants being logged onto one of a plurality of chat channels;

           ii.   determine a compatibility value for each one of the
   45
       plurality of chat channels in relation to a user subscriber using the retrieved profile data ;

iii.   determine a one of the plurality of chat channels having an optimal compatibility value;

5   iv.   transmit a chat environment corresponding to the one of the plurality of chat channels to one of the client computers; and

v.   facilitate the establishment of a connection between the one of the client computers and a chat server such that the one of the client

10   computers is logged onto the one of the plurality of chat channels; and

c.   a virtual date software element comprising instructions residing in the memory, which when executed by the central processing unit,

15   functions to:

i.   transmit a chat environment to first of the client computers, the depicted chat environment including an area for chat messages;

20   ii.   transmit a copy of the chat environment to a second of the client computers;

iii.   facilitate the establishment of a connection between the first of the client computers and a chat server such that the first of the

25   client computers is logged onto a private chat channel;

iv.   facilitate the establishment of a connection between the second of the client computers and the chat server such that the second of the client computers is logged onto the private chat channel; and

30   v.   transmit a video clip file to the first and second client computers, the video clip executable on the first and second client computers.

35   40. A server having a web site comprised of web pages and chat environments stored thereon, the server coupled to a plurality of client computers, the web site serving a subscriber community having a plurality of members, the web pages being accessible to the plurality of members, the server comprising:

40   a.   a central processing unit with associated memory;

b.   a chat environment software element comprising instructions residing in the memory, that when executed by the central processing unit, functions to:

45   i.   retrieve profile data for a plurality of chat participants, each
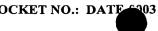
one of the chat participants being logged onto one of a plurality of chat channels;

      ii.   determine a compatibility value for each one of the plurality of chat channels in relation to a user subscriber using the retrieved profile data ;

      iii.   determine a one of the plurality of chat channels having an optimal compatibility value;

      iv.   transmit a chat environment corresponding to the one of the plurality of chat channels to one of the client computers; and

      v.   facilitate the establishment of a connection between the one of the client computers and a chat server such that the one of the client computers is logged onto the one of the plurality of chat channels.

41. A web server having a web site comprised of web pages and chat environments stored thereon, the web server coupled to a plurality of client computers, the web site serving a subscriber community having a plurality of members, the web pages being accessible to the plurality of members, the server comprising:

      a.   a central processing unit with associated memory;

      b.   a virtual date software element comprising instructions residing in the memory, which when executed by the central processing unit, functions to:

      i.   transmit a chat environment to first of the client computers, the depicted chat environment including an area for chat messages;

      ii.   transmit a copy of the chat environment to a second of the client computers;

      iii.   facilitate the establishment of a connection between the first of the client computers and a chat server such that the first of the client computers is logged onto a private chat channel;

      iv.   facilitate the establishment of a connection between the second of the client computers and the chat server such that the second of the client computers is logged onto the private chat channel; and

      v.   transmit a video clip file to the first and second client computers, the video clip executable on the first and second client

computers.

42. A method for determining the compatibility between two subscribers in a
community of web site subscribers, the first of the two subscribers having a
first user profile stored in a first database, the second of the two subscribers
having a second user profile stored in the first database, the method
comprising:

a. retrieving data corresponding to a first area of interest from the
first user profile;

b. retrieving data corresponding to a second area of interest from the
second user profile;

c. incrementing a compatibility value as a function of whether the
first area of interest matches the second area of interest;

d. incrementing the compatibility value as a function of whether the
first area of interest matches a first component of an area of interest
combination stored in a second database and the second area of interest
matches a second component of the area of interest combination; and

e. determining the compatibility between the first and second
subscribers as a function of the compatibility value.

43. The method of claim 42 wherein the first and second databases are the same.